00:15:00



Flight Dates 10/08/12-11/06/12

565996 Contract / Revision

08/03/12 10/05/12

Advertiser Koster/D/Atty Gen/MO

Agency LUC Media

Original Date / Revision

Buying Contact

25 Whitlock Place Suite 201

Marietta, GA 30064

Product Estimate #

MISSOURIANS 4 KOSTER Alt Order # 09771611

Billing Type Cash Agency Com 15%

GENERAL Order Type **Billing Contact** EOM/EOC Billing Cycle

Billing Calendar BROADCAST 25 Whitlock Place

Suite 201 Demographic A35+ Marietta, GA 30064

SP-POL CAN GEN Rev Codes

Order Sep

Product Codes PL1Ib Sales Office DC-M 3 **Priority** Sales Region NAT

Agency Ref Advertiser Ref

Primary Account Executive

Dan Driscoll

Totals

Order% Start Date End Date Account Executive Dan Driscoll 100%

Order Share 33% Market Value 526893

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	16%	84303
KCWE	%	0
KMBC	25%	131723
KMCI	%	0
KPXE	%	0
KSHB	25%	131723
KSMO	1%	5268

Billing Plan Order Totals Net Amount Gross Amount Month # of Spots Net Amount Gross Amount Rating Start Date End Date # Spots \$118,975.00 0.00 10/01/12 10/28/12 224 \$101,128.75 \$118,975.00 October 2012 224 \$101,128.75 November 2012 105 \$46,665.00 \$54,900.00 0.00 10/29/12 11/05/12 105 \$46,665.00 \$54,900.00 329 \$147,793.75 0.00

\$173,875.00

												Tota	als_
Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 1	4	10/08/1	2 11/02/12	M-F 6-7a	CM-All	6-7a	MTWTF	:30	8	\$600.002	0.00 NM	38	\$22,800.00
				M-F 6-7a									
	S	tart Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
V	eek: 1	0/08/12	10/14/12	MTWTF	8	\$600.00	0.00						
V	eek: 1	0/15/12	10/21/12	MTWTF	10	\$600.00	0.00						
V	/eek: 1	0/22/12	10/28/12	MTWTF	10	\$600.00	0.00				1		
V	/eek: 1	0/29/12	11/04/12	MTWTF	10	\$600.00	0.00						
N 2	4	11/05/1	2 11/05/12	M-F 6-7a	CM-All	6-7a	M	:30	2	\$600.002	0.00 NM	2	\$1,200.00
				M-F 6-7a									
	FOX4	NEWS 6A	M										
	5	Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating				l		
V	/eek: 1	1/05/12	11/11/12	M	2	\$600.00	0.00						
N 3	4	10/08/1	2 11/02/12	M-F 7-9a	CM-All	7-9a	MTWTF	:30	10	\$525.00 2	0.00 NM	38	\$19,950.00
				M-F 7-9a									



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565996 Flight Dates 10/08/12-11/06/12 Hiatus Dates

<u>Original Date / Revision</u> 08/03/12/ 10/05/12

Order Sep 00:15:00

Advertiser Koster/D/Atty Gen/MO Product MISSOURIANS 4 KOSTER Estimate #

Ln C	h Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Tot Spots	als Amount
N 3	4 10/08/	12 11/02/12		CM-All	7-9a	MTWTF	:30	10	\$525.002	0.00 NM	38	\$19,950.00
	Start Data	End Data	M-F 7-9a	Cmata Atlanta	Dete	Datina				1		
Weel	Start Date k: 10/08/12	End Date 10/14/12	<u>Weekdays</u> MTWTF	Spots/Week 8	Rate \$525.00	Rating 0.00				J		
	k: 10/15/12	10/21/12	MTWTF	10	\$525.00	0.00				1		
Weel	k: 10/22/12	10/28/12	MTWTF	10	\$525.00	0.00				l		
Weel	k: 10/29/12	11/04/12	MTWTF	10	\$525.00	0.00						
N 4		12 11/05/12	M-F 7-9a M-F 7-9a	CM-AII	7-9a	M	:30	4	\$525.002	0.00 NM	4	\$2,100.00
FO	X4 MORNIN					- · · · ·						
Weel	Start Date	End Date	<u>Weekdays</u> M	Spots/Week	Rate	Rating				I		
····	c: 11/05/12 4 10/08/	11/11/12 12 11/02/12		- 4 	\$525.00	0.00	.00	····	*****	0.00.1114	4.0	** ***
N 5			M-F 9-10a	CM-All		MTWTF~-	:30	5	\$200.003	0.00 NM	18	\$3,600.00
1611	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating				l		
	c: 10/08/12 c: 10/15/12	10/14/12 10/21/12	MTWTF MTWTF	3 5	\$200.00 \$200.00	0.00 0.00						
	c: 10/13/12	10/21/12	MTWTF	5	\$200.00	0.00						
	c: 10/29/12	11/04/12	MTWTF	5	\$200.00	0.00				- 1		
N 6	4 11/05/1	12 11/05/12	M-F 9-10a M-F 9-10a	CM-AII	9-10a	M	:30	1	\$200.003	0.00 NM	1	\$200.00
FO	X4 NEWS 9A	λM	M: 1 0 100									
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week	c: 11/05/12	11/11/12	M	1	\$200.00	0.00						
N 7	4 10/13/1	2 11/03/12	Sa 7-9a Sa 7-9a	CM-AII	Sa 7-9a	S	:30	2	\$500.002	0.00 NM	8	\$4,000.00
FO	X4 NEWS 9A	NM-SAT										
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	t: 10/08/12	10/14/12	S-	2	\$500.00	0.00						
	c: 10/15/12 c: 10/22/12	10/21/12 10/28/12	S- S-	2 2	\$500.00	0.00						
	c: 10/22/12	11/04/12	S-	2	\$500.00 \$500.00	0.00 0.00						
		2 11/04/12	Su 7-9a		Su 7-9a	s	:30	2	\$300.002	0.00 NM	8	\$2,400.00
			Su 7-9a	2		ū	.00	_	4000.00 <u>L</u>	0.00 1	J	ΨΕ1-700.00
FO	X4 NEWS 9A	M-SUN								•		
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				1		
	: 10/08/12	10/14/12	S	2	\$300.00	0.00				ı		
	:: 10/15/12 :: 10/22/12	10/21/12 10/28/12	S S	2 2	\$300.00 \$300.00	0.00 0.00						
	: 10/22/12 :: 10/29/12	11/04/12	5	2	\$300.00	0.00						
		2 11/02/12	M-F 12p-1p M-F 12-1p	CM-All		MTWTF	:30	5	\$300.002	0.00 NM	18	\$5,400.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	:: 10/08/12	10/14/12	MTWTF	3	\$300.00	0.00						
	: 10/15/12	10/21/12	MTWTF	5	\$300.00	0.00						
	: 10/22/12	10/28/12	MTWTF	5	\$300.00	0.00						
	(: 10/29/12	11/04/12	MTWTF	5	\$300.00	0.00			### T			
N 10	4 10/08/1	2 11/02/12	M-F 5-6p	CM-All	•	MTWTF	:30	5	\$600.002	0.00 NM	20	\$12,000.00
	Start Data	End Data	530-6p Weekdays		(5:30 PM-6:	i				1		
امما\\	Start Date :: 10/08/12	End Date 10/14/12	<u>vveekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$600.00	Rating 0.00				1		
	:: 10/05/12	10/14/12	MTWTF	5	\$600.00	0.00				İ		
	: 10/22/12	10/28/12	MTWTF	5	\$600.00	0.00						
Mook	: 10/29/12	11/04/12	MTWTF	5	\$600.00	0.00						

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565996 Flight Dates 10/08/12-11/06/12 Hiatus Dates

Original Date / Revision 08/03/12/ 10/05/12 Order Sep 00:15:00

Advertiser Koster/D/Atty Gen/MO Product MISSOURIANS 4 KOSTER Estimate #

N11 4 10/08/12 11/02/12 MF 6-30p MF 8-30p	Ln Ch	Start	End	Inventory Code	Brook	Start/End *	Cime Dave	lon Sr	ote Pate Pri	Pta Tune	Tot	als Amount
Start Date End Date Weekdays Spots/Week Bate Rating Week 1079/12 1072/							,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	-2				\$17,100.00
Week 1008/12 1014/12 10728/	£.	and Data	Cud Data	•	Castalliant	Data	Datina			İ		
Week 1019F12			/									
Week: 19729172 11/04/12 MTTFT- 5 \$000.00 0.00 1 \$250.00 0.00 NM 1 \$250.00 NM 1										1		
N 1						•						
FOX4 NEWS 5PM Start Date End Date Week 10/28/12 10/28/12 10/28/12 10/28/12 10/28/12 10/28/12 10/28/12 10/28/12 10/28/12 10/28/12 10/48/12 MF 9-10p			****							· · · · · · · · · · · · · · · · · · ·		
Start Date End Date Meek days Spots/Week Rate Rating Meek 10/02/12 10/28/12 10/28/12 10/28/12 10/28/12 10/28/12 MFF 9-10p				•	CM-All	5-6p	~ ~ ~ ~ ~ S	:30	1 \$250.002	0.00 NM	1	\$250.00
Week 10/22/12 10/28/12 11/02/12 MF-9-10p				Meekdays	Snote AMaak	Rate	Rating					
N15												
Start Date End Date Weekdays Week Rate Rating Week 10/08/12 10/14/12 MTWTF 4 \$1,200.00 0.00				•	CM-AII		·	:30	5 \$1,200.002	0.00 NM	19	\$22,800.00
Week: 10/15/12 10/21/12 MTNTF 5 \$1,200.00 0.00	St	art Date	End Date	Weekdays	Spots/Week	Rate	Rating			İ		
Week: 10/29/12 10/28/12 MTMTF	Week: 10	0/08/12	10/14/12				0.00					
Week: 10/28/12												
N17												
FOX4 NEWS-9PM Start Date End Date Weekdays Spots/Week Rate Rating								.30	1 \$1 200 00 2	0 00 NM	2	\$2 400 00
FOX4 NEWS-9PM	14 17 4	10/20/12	2 11/04/12	·	CIVI~Aii	3-10p	3	.30	1 \$1,200.002	Q.OO INIVE	2	ΦΖ,≉ŧΟΟ.ΟΟ
Week: 10/22/12 10/28/12	FOX4	NEWS-9P	М	000 (Op								
New 10/29/12 11/04/12 11/02/12 11/02/12 MF 10-1030p MF 10-	<u>St</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating			ŀ		
N 18				=		. ,						
M-F 10-1030p M-F						·						
Week: 10/08/12 10/14/12 MTWTF 2 \$1,200.00 0.0				M-F 10-1030p		·	MTWTF	:30	3 \$1,200.002	0.00 NM	10	\$12,000.00
Week: 10/15/12 10/21/12 11/05/12 11/										1		
Week: 10/22/12 10/28/12 11/04/12 11/04/12 11/04/12 11/04/12 11/04/12 11/04/12 11/04/12 11/04/12 11/04/12 11/04/12 11/04/12 11/05/12 11/						. ,						
Neek: 10/29/12						. ,						
Start Date End Date Weekdays Spots/Week Rate Rating Start Date End Date Weekdays Spots/Week Rate Rating Start Date End Date Weekdays Spots/Week Rate Rating Start Date End Date Start Date End Date Weekdays Spots/Week Rate Rating Spots/Week Rate Start Date Start Date End Date Weekdays Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Spots												
Start Date End Date Weekdays Weekdays Spots/Week Rate Rating Section	N 19 4	11/05/12	2 11/05/12	M-F 5-6p	CM-All	530-6p	M	:30	1 \$600.002	0.00 NM	1	\$600.00
Week: 11/05/12 11/11/12 M 1 \$600.00 0.00 N20 4 11/05/12 11/05/12 M-F 6-630p CM-All 6-630p M :30 1 \$900.00 0.00 NM 1 \$900.00 NM 1 \$900.00 NM 1 \$900.00 NM 1 \$900.00 0.00 NM 1 \$1,200.00 0.00				530-6p		(5:30 PM-6:	00 PM)					
N 20							***************************************					
Start Date End Date Weekdays Spots/Week Rate Rating 900.00 0.00		·/·/·				·····		:30	1 \$900.002	0.00 NM	1	\$900.00
Week: 11/05/12 11/11/12 M 1 \$900.00 0.00 N21 4 11/05/12 11/05/12 M-F 9-10p CM-All 9-10p M :30 1 \$1,200.002 0.00 NM 1 \$1,200.00 NM NM 1 \$1,200.00 NM NM <t< td=""><td></td><td></td><td></td><td></td><td></td><td>_</td><td></td><td></td><td></td><td></td><td></td><td></td></t<>						_						
N21 4 11/05/12 11/05/12 M-F 9-10p CM-All 9-10p M :30 1 \$1,200.002 0.00 NM 1 \$1,200.000 Start Date End Date Weekdays M						************						
N=F 10p Start Date End Date Weekdays M-F 10-1030p M-F 10						· · · · · · · · · · · · · · · · · · ·		.00	4 64 000 000	0.00 111		04 000 00
Week: 11/05/12 11/11/12 M 1 \$1,200.00 0.00 N22 4 11/05/12 11/05/12 M-F 10-1030p CM-All 10-1030p M :30 1 \$1,200.00 2 0.00 NM 1 \$1,200.00 Start Date Week: 11/05/12 11/11/12 End Date Weekdays M Spots/Week Rate Rating M Rating MTWTF :30 10 \$525.00 2 0.00 NM 35 \$18,375.00 MM N 23 4 10/08/12 11/02/12 M-F 7-9a CM-All 8-9a MTWTF MTWTF :30 10 \$525.00 2 0.00 NM 35 \$18,375.00 MM Start Date Week: 10/08/12 End Date MTWTF Spots/Week Rate Rating MTWTF Rating Rating MTWTF NO.00				M-F 9-10p		-		:30	1 \$1,200.002	U.UU NIVI	7	\$1,200.00
M-F 10-1030p Start Date End Date Weekdays Spots/Week Rate Rating					***************************************					ļ		
Week: 11/05/12 11/11/12 M 1 \$1,200.00 0.00 N 23 4 10/08/12 11/02/12 M-F 7-9a CM-All 8-9a MTWTF :30 10 \$525.00 2 0.00 NM 35 \$18,375.00 RW Start Date Weekdays End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 MTWTF 5 \$525.00 0.00	N22 4	11/05/12	2 11/05/12				M	:30	1 \$1,200.002	0.00 NM	1	\$1,200.00
N 23 4 10/08/12 11/02/12 M-F 7-9a CM-All 8-9a MTWTF :30 10 \$525.00 2 0.00 NM 35 \$18,375.00 8-9a (8:00 AM-9:00 AM) Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 MTWTF 5 \$525.00 0.00										Į		
8-9a (8:00 AM-9:00 AM) <u>Start Date End Date Weekdays Spots/Week Rate Rating</u> Week: 10/08/12 10/14/12 MTWTF 5 \$525.00 0.00												
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 MTWTF 5 \$525.00 0.00	N 23 4	10/08/12	2 11/02/12		CM-All			:30	10 \$525.002	0.00 NM	35	\$18,375.00
Week: 10/08/12	St	art Date	End Date		Spots/Week		_ :					
Week: 10/15/12 10/21/12 MTWTF 10 \$525.00 0.00	Week: 10	0/08/12	10/14/12	MTWTF		\$525.00	0.00			Í		
	Week: 10)/15/12	10/21/12	MTWTF	10	\$525.00	0.00			1		

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Flight Dates 10/08/12-11/06/12 565996

Hiatus Dates

Original Date / Revision 08/03/12/ 10/05/12

Order Sep 00:15:00

Product MISSOURIANS 4 KOSTER Estimate # Advertiser Koster/D/Atty Gen/MO

											Tot	mesmos
Ln C	h Start	End	Inventory Code			Time Days	Len Sp		The state of the s	Rtg Type		Amount
N 23	4 10/08/1	2 11/02/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:	MTWTF	:30	10	\$525.002	0.00 NM	35	\$18,375.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Weel	c: 10/22/12	10/28/12	MTWTF	10	\$525.00	0.00						
	c: 10/29/12	11/04/12	MTWTF	10	\$525.00	0.00			*505.00.0	0.00 104		#4.050.00
N 24	4 11/05/1	2 11/05/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:	M	:30	2	\$525.002	0.00 NM	2	\$1,050.00
	Start Date	End Date	o-sa Weekdays	Spots/Week	Rate	Rating						
Weel	c: 11/05/12	11/11/12	M	2	\$525.00	0.00						
N 25	4 10/08/1	2 11/02/12	M-F 5-6p	CM-All	530-6p	М	:30	5	\$600.002	0.00 NM	18	\$10,800.00
			5-530p5-530P		(5:00 PM-5:					ĺ		
	Start Date	End Date	Weekdays M~~~~~	Spots/Week	<u>Rate</u> \$600.00	Rating 0.00						
	c: 10/08/12 c: 10/15/12	10/14/12 10/21/12	M	3 5	\$600.00	0.00						
	k; 10/22/12	10/28/12	M	5	\$600.00	0.00						
	c: 10/29/12	11/04/12	M	5	\$600.00	0.00			······································			
N 26	4 11/05/1	2 11/05/12	,	CM-All	530-6p	M	:30	1	\$600.002	0.00 NM	1	\$600.00
			5-530p5-530P	0 1 004 1	(5:00 PM-5:							
Moot	Start Date k: 11/05/12	End Date 11/11/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$600.00	Rating 0.00						
		2 11/02/12			430-5a	MTWTF	:30	5	\$100.003	0.00 NM	15	\$1,500.00
1127	7 10/10/1	2 11704214	M-F 430-5a New	_	100 00	,,,,,,			*			. ,
	Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Weel	k: 10/15/12	10/21/12	MTWTF	5	\$100.00	0.00						
	k; 10/22/12	10/28/12	MTWTF	5	\$100.00	0.00						
	k: 10/29/12 4 11/05/1	11/04/12 2 11/05/12	MTWTF M-F 430a News	5 CM AU	\$100.00 430-5a	0.00 M	:30	2	\$100.003	0.00 NM	2	\$200.00
N 28	4 11/05/1	12 11/05/12	M-F 430a News		430-Ja	μ	.50	2.	Ψ100.0Q3	0.00 (4)(1)	_	ψ
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	k: 11/05/12	11/11/12	M	2	\$100.00	0.00						
N 29	4 10/15/1	2 11/02/12	M-F 530-6a	CM-All	530-6a	MTWTF	:30	5	\$200.003	0.00 NM	15	\$3,000.00
			M-F 530-6a			m. //						
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	k: 10/15/12 k: 10/22/12	10/21/12 10/28/12	MTWTF MTWTF	5 5	-	0.00 0.00						
	k: 10/22/12	11/04/12	MTWTF	5		0.00						
N 30		2 11/02/12	M-F 10-11a	CM-All	10-11a	MTWTF	:30	5	\$150.002	0.00 NM	15	\$2,250.00
			M-F 10-11a									
	Start Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
	k: 10/15/12	10/21/12	MTWTF	5		0.00						
	k: 10/22/12 k: 10/29/12	10/28/12 11/04/12	MTWTF MTWTF	5 5		0.00 0.00						
N31		12 11/02/12		CM-Al		MTWTF	:30	5	\$250.00 3	0.00 NM	15	\$3,750.00
NOI	4 10/13/1	12 11/02/12	M-F 4-5p	ONTA	-			·	₩ <i>₩</i> -₩-₩-₩-₩-	7.67	1.2	**********
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	k: 10/15/12	10/21/12	MTWTF	5	\$250.00	0.00						
	k: 10/22/12	10/28/12	MTWTF	5		0.00						
	k: 10/29/12	11/04/12	MTWTF	5		0.00	.00		ቀሳደለ ላላ የ	0.00 8154	,	ቀባደብ ላላ
N32	4 11/05/	12 11/05/12	M-F 4-5p M-F 4-5p	CM-AI	4-5p	M	:30	1	\$250.003	0.00 NM	1	\$250.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	k: 11/05/12	11/11/12	M	1	\$250.00	0.00						
1100	1 11 007 124											

WDAF-TV

Print Date: 10/08/12

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Contract / Revision

565996

Flight Dates 10/08/12-11/06/12

Hiatus Dates

Original Date / Revision 08/03/12/ 10/05/12

Order Sep

00:15:00

Advertiser Koster/D/Atty Gen/MO

Product MISSOURIANS 4 KOSTER Estimate #

Rate Pri Rtg Type Spots Amount Break Start/End Time Days Len Spots Ln Ch Start End Inventory Code

> Totals 329\$173,875.00